

OCTOBER, 2015

GEORGE E. NEWMAN

—CURRICULUM VITAE—

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ACADEMIC APPOINTMENTS

- 2011- Assistant Professor of Management & Marketing
- 2014- Affiliated Faculty, Department of Psychology, Yale University
- 2011- Affiliated Faculty, Department of Cognitive Science, Yale University
- 2011- Affiliated Faculty, Yale Center for Customer Insights
- 2008-2011- Postdoctoral Associate, Yale School of Management
- 2008- Research Fellow, Yale Center for Customer Insights

EDUCATION

Ph.D. in Cognitive Psychology, Yale University, 2008

M.Phil. in Psychology, Yale University, 2006

M.S. in Psychology, Yale University, 2005

B.A. in Psychology, Northwestern University, 2002

HONORS & AWARDS

Richard Lanpher Dissertation Fellowship, Yale University, 2007-2008

National Science Foundation Graduate Fellowship Honorable Mention, 2004

Graduate Research Fellowship, Yale University 2003-2008

William H. Hunt Award for the Best Undergraduate Thesis in Psychology, Northwestern University, 2002

Northwestern University Undergraduate Research Grant, 2001-2002

RESEARCH INTERESTS

Concepts and Categories, Lay Theories, Judgment and Decision Making, Moral Reasoning, Authenticity, Consumption and Consumer Behavior

GRANTS

“Framing Effects on Inferences about Green Product Quality.” Funded by Yale Research Grants in Business and the Environment and Jon Cummings and Holly Hegener. Principal Investigators: George Newman and Ravi Dhar.

PUBLICATIONS

- [45]. Smith, Rosanna K., George E. Newman and Ravi Dhar (in press). "Closer to the Creator: Temporal Contagion Explains the Preference for Earlier Serial Numbers," *Journal of Consumer Research*.
- [44]. Newman, George E. (in press). "An essentialist account of authenticity," *Journal of Cognition and Culture*.
- [43]. Schweinsberg, M., et al. (in press). "The pipeline project: Pre-publication independent replications of a single laboratory's research pipeline," *Journal of Experimental Social Psychology*.
- [42]. Keil, Frank C. and George E. Newman (2015). "Order, Order Everywhere, and Only an Agent to Think: The Cognitive Compulsion to Infer Intentional Agents," *Mind & Language*, 30, 117-139.
- [41]. Luke Zhu, Victoria L. Brescoll, George E. Newman and Eric L. Uhlmann (2015), "Macho Nachos: The Implicit Effects of Gender Stereotypes on Preferences for Healthy and Unhealthy Foods," *Social Psychology*, 46, 182-196.
- [40]. Rand, David G., George E. Newman and Owen M. Wurzbacher (2015), "Social context and the dynamics of cooperation," *Journal of Behavioral Decision Making*, 28, 159-166.
- [39]. Newman, George E., Julian De Freitas and Joshua Knobe (2015), "Beliefs about the true self explain asymmetries based on moral judgment" *Cognitive Science*, 39, 96-125.
- [38]. Newman, George E. and Paul Bloom (2014), "Physical contact influences how much people pay at celebrity auctions" *Proceedings of the National Academy of Sciences*, 110, 705-3708.
- [37]. Newman, George E. and Daylian M. Cain (2014), "Tainted Altruism: When doing some good is evaluated worse than doing no good at all" *Psychological Science*, 25, 648-655.
- [36]. Newman, George E. and Ravi Dhar (2014), "Authenticity is Contagious: Brand Essence and the Original Source of Production" *Journal of Marketing Research*, 51, 371-386.
- [35]. Newman, George E., Margaret Gorlin and Ravi Dhar, (2014), "When Going Green Backfires: How Firm Intentions Shape the Evaluation of Socially Beneficial Product Enhancements," *Journal of Consumer Research*, 41, 823-839.
- [34]. Rand, David G., Alexander Peysakhovich, Gordon T. Kraft-Todd, George E. Newman, Owen Wurzbacher, Martin A. Nowak, Joshua D. Greene (2014), "Intuitive cooperation and the Social Heuristics Hypothesis: Evidence from 15 time constraint studies" *Nature Communications*, 5, 3677.

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- [33]. Cain, Daylian M., Jason Dana and George E. Newman (2014), "Giving vs. giving-in," *Academy of Management Annals*, 8, 505-533.
- [32]. Newman, George E., Joshua Knobe and Paul Bloom (2014), "Value Judgments and the True Self," *Personality and Social Psychology Bulletin*, 40, 203-216.
- [31]. Smith, Rosanna K. and George E. Newman (2014) "When multiple creators are worse than one: Single author biases in the evaluation of art" *Psychology of Aesthetics, Creativity and the Arts*, 8, 303-310.
- [30]. Poehlman, T. Andrew and George E. Newman (2014) "Potential: The Valuation of Imagined Future Achievement" *Cognition*, 130, 134-139.
- [29]. Gjersoe, Nathalia L., George E. Newman, Vlad Chituc and Bruce Hood (2014), "Individualism and the extended-self: Cross-cultural differences in the valuation of authentic objects," *PLoS ONE*, 9, e90787.
- [28]. Newman, George E., Rosanna K. Smith and Daniel Bartels (2014), "Are artworks more like people than artifacts? Psychological connectedness and the extended self," *Topics in Cognitive Science*, 6, 647-662.
- [27]. Urminsky, Oleg, Daniel M. Bartels, Paola Giuliano, George E. Newman and Lance Rips, (2014) "Choice and Self: How Identity Shapes Choices and Decision Making," *Marketing Letters*, 25, 281-291.
- [26]. Brescoll, Victoria L., Eric Uhlmann and George E. Newman (2013) "The Effects of System Justifying Motives on Endorsement of Essentialist Explanations for Gender Differences" *Journal of Personality and Social Psychology*, 105, 891-908.
- [25]. Knobe, Josh, Sandeep Prasada and George E. Newman (2013), "Dual Character Concepts and the Normative Dimension of Conceptual Representation" *Cognition*, 127, 242-257.
- [24]. Newman, George E., and Paul Bloom (2012), "Art and Authenticity: The Importance of Originals in Judgments of Value" *Journal of Experimental Psychology: General*, 141, 558-669.
- [23]. Newman, George E. and Brian J. Scholl (2012), "Bar Graphs Depicting Averages are Perceptually Misinterpreted: The within-the-bar bias," *Psychonomic Bulletin & Review*, 19, 601-607.
- [22]. Newman, George E. and Y. Jeremy Shen (2012), "The Counterintuitive Effects of Thank-you Gifts on Charitable Giving" *Journal of Economic Psychology*, 33, 973-983.
- [21]. Newman, George E., and Daniel Mochon (2012), "Why are lotteries valued less? Multiple tests of the direct risk-aversion hypothesis" *Judgment and Decision Making*, 7, 19-24.
- [20]. Newman, George E., Gil Diesendruck and Paul Bloom (2011), "Celebrity Contagion and the Value of Objects," *Journal of Consumer Research*, 38, 215-228 (Lead article).

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- [19]. Newman, George E., Frank C. Keil, Valerie Kuhlmeier and Karen Wynn (2010), "Sensitivity to Design: Early Understandings of the Link Between Agents and Order," *Proceedings of the National Academy of Sciences*, 107, 17140-17145.
- [18]. Newman, George E., Kritsi K. Lockhart and Frank C. Keil (2010), "End-of-Life' biases in moral evaluations of others," *Cognition*, 115, 343-349.
- [17]. Gao, Tao, George E. Newman and Brian J. Scholl (2009), "The psychophysics of chasing," *Cognitive Psychology*, 59, 154-179.
- [16]. Hamlin, J. Kiley, George E. Newman and Karen Wynn (2009), "Eight-month-old infants infer unfulfilled goals, despite contrary physical evidence," *Infancy*, 14, 579-590.
- [15]. Newman, George E., Hoon Choi, Karen Wynn, and Brian J. Scholl (2008), "The origins of causal perception," *Cognitive Psychology*, 57, 262-291.
- [14]. Newman, George E., Patricia Hermann, Karen Wynn and Frank C. Keil (2008), "Biases towards intrinsic features in infants' reasoning about objects," *Cognition*, 107, 420-432.
- [13]. Newman, George E. and Frank C. Keil (2008), "Where's the essence? Developmental shifts in children's beliefs about internal features," *Child Development*, 79, 1344-1356.
- [12]. Blok, Serge V., George E. Newman and Lance J. Rips (2007), "Out of sorts? Remedies for theories of object concepts: A reply to Rhemtulla and Xu," *Psychological Review*, 114, 1096-1102.
- [11]. Rips, Lance J., Serge V. Blok and George E. Newman (2006), "Tracing the identity of objects," *Psychological Review*, 113, 1-30.
- [10]. Cheries, Erik W., George E. Newman, Laurie Santos, and Brian J. Scholl (2006), "Units of visual individuation in rhesus macaques: Objects or unbound features?" *Perception*, 35, 1057-1071.

BOOK CHAPTERS & COMMENTARIES

- [9]. Uhlmann Eric L., Luke Zhu, Victoria Brescoll and George E. Newman (2014), "System Justifying Motives Can Lead to Both the Acceptance and Rejection of Innate Explanations for Group Differences [commentary on Cimpian and Salomon] *Brain & Behavioral Sciences*, 37, 503- 504.
- [8]. De Freitas, Julian, Kevin Tobia, George E. Newman, Joshua Knobe (2014), "The good ship Theseus: The effect of valence on object identity judgments," *Proceedings of the 36th Annual Conference of the Cognitive Science Society*, Mahwah, NJ: Erlbaum.
- [7]. Newman, George E. (2013), "The Duality of Art: Body and Soul," [commentary on Bullot and Reber] *Brain & Behavioral Sciences*, 36, 153.
- [6]. Newman, George E. (2012), "The Bias toward Cause and Effect," in *Psychology of Bias*, Nova Science Publishers.

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- [5]. Keil, Frank C. and George E. Newman (2010), "Darwin and development: Why ontogeny does not recapitulate phylogeny for human concepts," In. D. Mareschal, P. Quin, & S. Lea (eds.). *The Making of Human Concepts*. Oxford University Press.
- [4]. Keil, Frank C. and George E. Newman (2008), "Two tales of conceptual change: what changes and what remains the same," In S. Vosniadou (Ed.), *Handbook of Research on Conceptual Change*, Earlbaum, 83-101.
- [3]. Newman, George E., Serge V. Blok and Lance J. Rips (2006), "Beliefs in afterlife as a by-product of persistence judgments," [commentary on Bering], *Behavioral & Brain Sciences*, 29, 480-481.
- [2]. Blok, Serge V., George E. Newman and Lance J. Rips (2005), "Individuals and their concepts," In W. K. Ahn, R. L. Goldstone, B. C. Love, A. B. Markman & P. Wolff (Eds.), *Categorization inside and outside the lab*. Washington, D.C.: American Psychological Association.
- [1]. Blok, Serge V., George E. Newman, Jennifer Behr and Lance J. Rips (2001), "Inferences about individual identity," *Proceedings of the 23rd Annual Conference of the Cognitive Science Society* (pp. 80–85). Mahwah, NJ: Erlbaum.

WORKING PAPERS (UNDER REVIEW)

- [46]. Newman, George E. and Joshua Knobe. The essence of essentialism. *Brain and Behavioral Sciences*.
- [47]. Newman, George E. and Rosanna K. Smith (under review). Authentic Objects as Substitutes for Human Connection. *Journal of Consumer Research*.
- [48]. Newman, George E., Adam Schniderman and Kyle Sevel (under review). Cause Involvement and Evaluations of Charitable Overhead. *Journal of Marketing Research*.
- [49]. De Freitas, Julian, Kevin Tobia, George E. Newman, Joshua Knobe (under review). Normative judgments and individual essence. *Cognitive Science*.
- [50]. Stavrova, Olga, George E. Newman, Anna Kulemann and Detlef Fetchenhauer (under review). Contamination Without Contact: An Examination of Intention-based Contagion. *Journal of Consumer Psychology*.
- [51]. Makov, Tamar and George E. Newman (under review). Economic Gains Undermine Evaluations of Sustainability Initiatives. *Nature Climate Change*.
- [52]. Goldsmith, Kelly, George E. Newman and Ravi Dhar (under review). When More Is Less: Construal Level and the Effects of Secondary Benefits on Pro-social Motivations. *Nature Climate Change*.

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SELECTED MEDIA MENTIONS

New York Times, Time Magazine, Slate, Scientific American, Wall Street Journal, The Economist, Smithsonian Magazine, LA Times, Boston Globe, Chronicle of Higher Education, Forbes, Huffington Post, Harvard Business Review

CONFERENCE PRESENTATIONS AND INVITED TALKS

Newman, G. E. (2015, September). *The Valuation of Authentic Goods*. Paper presented at the New England Marketing Conference.

Newman, G. E. (2015, May). *The Valuation of Authentic Goods*. Paper presented at the Authenticity Workshop at Stanford University, Palo Alto, CA.

Newman, G. E. (2015, May). *Why do we value authenticity?* Paper presented at the Annual Yale Center for Customer Insights Conference, New Haven, CT.

Newman, G. E. (2015, May). *The True Self*. Paper presented at the Personal Identity Workshop, University of Chicago, Chicago, IL.

Newman, G. E., (2014, November). *Tainted Altruism: When doing some good is evaluated worse than doing no good at all*. Paper presented at Leeds University, Leeds, England.

Newman, G. E., (2014, November). *Everyday intuitions about the value of artwork*. Paper presented at Leeds University, Leeds, England.

Newman, G. E. (2014, November). *When do incentives help charitable giving and when do they hurt?* Paper presented at the Annual Meeting of the Social Philanthropy Initiative, Chicago, IL.

Newman, G. E., Bartels, D. M., Smith, Rosanna, K. (October, 2014). "Are artworks more like people than artifacts?" Paper presented at the Annual Meeting of the Association for Consumer Research, Baltimore, MD.

De Freitas, J., Tobia, K., Newman, G. E., & Knobe, J. (July, 2014). *The good ship Theseus: The effect of valence on object identity judgments*. Poster presented at the Annual Meeting of the Cognitive Science Society, Quebec City, Canada.

Newman, G. E., & Cain, D. (2014, July). *Tainted Altruism: When doing some good is evaluated worse than doing no good at all*. Paper presented at the Behavioral Decision Research in Management Conference, London, England.

Newman, G. E. (2014, July). *The Intuitive Link Between Order and Agency*. Paper presented at the Order-Disorder Preconference, European Society for Social Psychology Conferences, Amsterdam, Netherlands.

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- Newman, G. E., Brescoll, V. & Knobe, J. (2014, July). From Biology to Ideology: A Model For Integrating Psychological Essentialism Across Categories. Paper presented at the International Conference in Infant Studies, Berlin, Germany.
- Newman, G. E., De Freitas, J., & Knobe, J. (2014, June). Beliefs about the true self explain asymmetries based on moral judgment. Poster presented at the Society for Philosophy and Psychology, Vancouver, Canada.
- Newman, G. E. (2014, June). *The Moral Nature of the True Self*. Paper presented at the International Society for Justice Research Conference, New York, NY.
- Newman, G. E. (2014, April). *Authentic Altruism*. Seminar Series, University of Chicago, Center for Decision Research.
- Newman, G. E. (2014, March). *Everyday Intuitions about the Value of Artwork*. Art, Mind and Markets Conference, Yale University.
- Newman, G. E. (2013, November). *Psychology of Authenticity*. Seminar Series, University of British Columbia, Marketing Department.
- Newman, G. E., & Cain, D. (2013, November). *Tainted Altruism: When doing some good is evaluated worse than doing no good at all*. Paper presented at the Society for Judgment and Decision Making Conference, Toronto, Ontario.
- Newman, G. E. (2013, October). *The Psychology of Authenticity*. Seminar Series, Department of Psychology, University of Connecticut.
- Poehlman, T. A., & Newman, G. E. (2013, October). *Potential: The Valuation of Imagined Future Achievement* Paper presented at the Association for Consumer Research North American Conference, Chicago, IL.
- Newman, G. E. (2013, April). *An Essentialist Account of Authenticity*. Paper presented at the Society for Research in Child Development Conference, Seattle, WA.
- Newman, G. E. (2012, June). *The Moral Nature of the True Self*. Paper presented at the Society for Philosophy and Psychology Conference, St. Louis, MO.
- Newman, G. E. (2012, April). *The Valuation of Authentic Goods*. Marketing Seminar Series, Isenberg School of Management, University of Massachusetts.
- Newman, G. E. (2012, April). *The Valuation of Authentic Goods*. Marketing Seminar Series, Sloan School of Management, MIT.
- Newman, G. E. (2012, April). *Authentic Altruism and the Myth of Win-Win*. Developmental Psychology Seminar Series, Department of Psychology, Yale University.
- Newman, G. E. & Shen, Y. J. (2011, October). *When do incentives help and when do they hurt?* Paper presented at the Association for Consumer Research North American Conference, St. Louis, MO.

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- Newman, G.E, (2010, December). *When do our moral intuitions lead us astray?* Invited talk at the School of Management, Yale University.
- Newman, G.E, (2010, November). *The Valuation of Authentic Goods*. Invited talk at the London Business School.
- Newman, G.E, (2010, November). *The Valuation of Authentic Goods*. Invited talk at the Leeds School of Business, University of Colorado, Boulder.
- Newman, G.E, (2010, October). *The Valuation of Authentic Goods*. Invited talk at the Tepper School of Business, CMU.
- Newman, G. E. & Shen, Y. J. (2010, October). *The Counterintuitive Effects of Thank-you Gifts on Charitable Giving*. Paper presented at the Association for Consumer Research North American Conference, Jacksonville, FL.
- Danilowitz, J. & Newman, G.E., (2010, October). *When Is It Better To Be Bad? Schema-Congruency Effects in Moral Evaluations of Products*. Poster presented at the Association for Consumer Research North American Conference, Jacksonville, FL.
- Newman, G. E. & Shen, Y. J. (2010, June). *The Counterintuitive Effects of Thank-you Gifts on Charitable Giving*. Paper presented at Behavioral Decision Research in Management Conference, Pittsburgh, PA.
- Newman, G. E. & Dhar, R. (2010, February). *It's The Thought That Counts: Causality and Compensatory Reasoning in Consumer Choice*. Paper presented at the Society for Consumer Psychology Conference, St. Pete Beach, FL.
- Newman, G. E., Diesendruck, G., & Bloom, P. (2009, October). *Celebrity Contagion and the Value of Objects*. Paper presented at the Association for Consumer Research North American Conference, Pittsburgh, PA.
- Newman, G.E & Bloom, P. (2009, February) *What's So Special about Art? The Role of Authenticity in Judgments of Value*. Poster presented at the Society for Consumer Psychology Conference, San Diego, CA.
- Newman, G. E., Choi, H., Wynn, K., & Scholl, B. (2007, May). *The origins of causal perception: Evidence from postdictive processing in infancy*. Poster presented at Vision Sciences Society, Sarasota, FL.
- Melamed, K., Hamlin, J. K., Newman, G. E., & Wynn, K. (2007, March). *Eight-month-old infants infer unfulfilled goals, despite contrary physical evidence*. Poster presented at the Society for Research in Child Development, Boston, MA.
- Hermann, P., Newman, G. E., Wynn, K., & Keil, F. C. (2007, March). *Biases toward intrinsic features in infants reasoning about objects*. Poster presented at the Society for Research in Child Development, Boston, MA.
- Newman, G. E., Cheries, E. W., & Wynn, K. (2007, March). *Infants attribute behaviors to individuals, not their appearances*. Poster presented at the Society for Research in Child Development, Boston, MA.

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- Newman, G. E., Keil, F. C., & Wynn, K. (2007, March). *Infants infer agents from deviations in regularity*. Poster presented at the Society for Research in Child Development, Boston, MA.
- Newman, G. E. (2006, June). *Psychological foundations of the Argument from Design*. Paper presented at the Society for Philosophy and Psychology, St. Louis, MO.
- Newman, G. E. (2006, February). *Darwin versus design: What challenges to evolution tell us about the mind*. Cognitive Lunch Series, Yale University.
- Newman, G. E., & Junge, J. (2005, May). *The perception of order*. Poster presented at Vision Sciences Society. Sarasota, FL.
- Newman, G. E., Keil, F. C., Kuhlmeier, V., & Wynn, K. (2005, April). *12 Month-olds Know That Agents Defy Entropy: Exploring the Relationship Between Order and Intentionality*. Poster presented at Society for Research in Child Development, Atlanta, GA.
- Newman, G. E., Cheries, E. W., Keil, F. C., & Bloom, P. (2005, April). *Animate behavior and essentialist thinking: Does motion make the insides matter?* Poster presented at Society for Research in Child Development, Atlanta, GA.